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Bulletin

OF THE

National Tuberculosis Association

Vol. V NOVEMBER, 1919 No. 14

THE LOCAL SECRETARY'S EFFORT.

By J. Ray Johnson, National Publicity Director

The intensive campaign for the Red Cross Christmas Seal Sale begins November 12th, immediately after the close of the Red Cross Roll Call. If the publicity campaign is to succeed in a large way, every local secretary in the field must cooperate to the fullest extent.

American salesmanship depends upon two things. First, advertising, and second, the ability of the salesman who finds the customer and makes the sale. That which is not advertised generally results in a dead loss.

These statements can be applied to the sale of Red Cross Christmas Seals just as positively as to the sale of automobiles or breakfast food. The National Tuberculosis Association and its affiliated associations have something definite to sell—Red Cross seals—for the prevention of tuberculosis and for the good of public health. The seals must be advertised in every medium in every county in the United States where they are to be sold.

Local secretaries can be of the greatest help in furthering this program of intensive advertising immediately after the close of the Red Cross Roll Call. Such a campaign should be continued until the last day of the Christmas Seal Sale. Local secretaries can help in the following ways:

Underwritten Advertising

Underwritten display advertising should be placed in every newspaper in the country, beginning no later than November 30 and continuing until the close of the campaign. The value of display advertising in newspapers cannot be overemphasized. Nothing has ever been sold effectively without the use of this type of publicity. The American public has learned to believe implicitly in display advertising, and if the story is told through the use of display advertising that Red Cross Christmas Seals are conquering tuberculosis, the newspaper readers will make generous donations.

"THE STORY OF HEALTH"
This illustration is being used in scores of periodicals in the United States in support of the Red Cross Seal Sale. It was drawn by Frederick Duncan, prominent pastel artist of New York.

Proof books of underwritten display advertising, prepared by the National Publicity Director, should be in the hands of every local secretary. Advertising committees should be formed in an attempt to have every merchant in every city and town contribute space in newspapers for the display of one or more of these ads.

Continued on Page 2.

A FINAL MESSAGE

By Elmore Leffingwell, National Campaign Director

With the intensive portion of the seal sale campaign less than one month away, I want to say a word to the field upon the prospect as it appears to us today, and to take stock of our preparedness to tackle the far-flung line of generous givers among the public with hope for success.

Excepting the one state and a few localities which, for reasons quite beyond the ken of the campaign department, did not enter upon a seal sale this year, or did not adopt the general plan we have been trying to put into successful operaton the army of "T. B." workers is well euipped, keyed up for a forceful effort and intent upon scoring a success. The campaign department will not seek to dodge responsibility for any errors in judgment that it has made, but neither can it hold itself responsible for the result of the drive in those few sections which have placed no experienced campaigners in charge of the work, and where all or part of the plan we have tried so earnestly to work out in consultation with you all has been rejected.

At this writing it appears we are trying to raise $7,300,000 in the sum is not collected I United States. If that want the districts which rejected the general campaign plan to answer with me for the failure to reach that exact amount. I have worked all along to get enough overage from the drive—enough surplus cash from the general effort—to offset any and all campaign expense. But you will agree that we cannot be held for this unless the organization is functioning in perfect union in all parts of the country, according to a

Continued on Page 2.

BULLETIN
OF THE
National Tuberculosis Association
Published Monthly
In the Interest of Workers Engaged in the Anti-Tuberculosis Movement by the
NATIONAL TUBERCULOSIS ASSOCIATION
381 Fourth Avenue, New York City

Vol. V. November, 1919 No. 14

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THE LOCAL SECRETARY'S EFFORT.

Continued from Page 1.

Complete instructions for obtaining plates and mats are contained on the first and last pages of this proof book.

Where it is impossible to obtain underwritten space, merchants might be induced to use slogans and cuts of the seal in their regular display advertising.

About December 7th it would be helpful if the newspapers could be induced to insert a small ad something like this:

DON'T WAIT TO BE URGED TO
BUY RED CROSS CHRISTMAS SEALS
GO TO YOUR LOCAL
TUBERCULOSIS ASSOCIATION AND
MAKE Y O U R DONATION.
EVERY SEAL IS A BLOW
AT TUBERCULOSIS.

Circular Letters.

Local secretaries should write a form letter to all papers congratulating them upon the support they gave the Red Cross Roll Call and asking that similar support be given the Red Cross Christmas Seal Sale. This should be followed up by two or three one-page releases a week, to be mailed to the editor of the newspaper.

Tuberculosis Sunday.

Proclamations should be obtained from mayors and village presidents naming December 5, 6 and 7 as Red Cross Christmas Seal Days in the schools, synagogues and churches. Copies of "Talking Points About Tuberculosis" should be sent to every school principal, rabbi and clergyman in the county, so that an appropriate address may be made on these dates. These booklets should go out with a letter to every school principal and clergyman.

Window Display and Posters.

Efforts should be made to obtain window displays in prominent business sections. The double-barred cross, made either of wood or pasteboard, should be features in these window displays, as well as printed cards calling attention to the fact that this cross is the emblem of those who are fighting tuberculosis, and urging the people to buy Red Cross Christmas Seals.

Wherever possible, banners should be displayed on prominent corners.

Attempts should be made to obtain the use of electric signs in large cities. Many owners of these signs will be willing to contribute the use of the signs for at least one week. The sentences:

FIGHT TUBERCULOSIS. BUY RED CROSS CHRISTMAS SEALS should be flashed.

How the Money Is Spent.

How was the Red Cross Christmas Seal money spent in your county? A story setting this forth should be sent to all the newspapers in your state for use early in December.

Do not overlook the value of church bulletins. Every clergyman in the state should be provided with a few lines of copy to insert in his bulletin every Sunday until the close of the campaign.

Luring the Contributor.

If the sale is not succeeding in the early days of December, a small ad, not more than two columns wide and three inches deep, should be inserted in as many newspapers as possible. This ad should be in the form of a blank and should contain the address of the local association. Space should be left for a contributor to write his name and address, and the blank should be so prepared that it can be easily clipped from the paper and mailed with money to the treasurer of the local committee. The insertion of such an ad will be found effective, as it will reach hundreds of persons who may be missed by solicitors.

There are many other avenues of publicity open to local secretaries, and if an attempt is made to obtain a maximum amount of space in the news columns, as much underwritten advertising as possible, and window and outdoor display, the campaign is almost sure to succeed, that is, if the selling force, made of volunteer workers, has been properly organized.

National publicity is being printed in practically every state in the Union. More than five hundred magazines, many of them with national circualtion, will print display advertisements, covers, and articles. Many national advertisers will incorporate in their display ads printed in newspapers the line,

"Fight Tuberculosis
Buy Red Cross Christmas Seals,"

during the selling period of the campaign.

The National program will fail, however, unless every local secretary interested in this campaign, does his part to the utmost. The only way the campaign can be a great success throughout the country is by general co-operation. So far this co-operation has been practically one hundred per cent., and if it continues without a let-up during the intensive period, before the first of December and during the trying period of the sale, there is no doubt but that the National Association will record the greatest educational and financial campaign in the history of the tuberculosis movement in this country. In this ambitious program not one single county organization can afford to fail in the promotion of its intensive publicity program.

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A FINAL MESSAGE

Continued from Page 1.

universal plan, and with uniform enthusiasm and determination.

Despite small drawbacks here and there, we hope and shall strive for success. We know that with this vast personnel in the 48 states, the drive should not fail. We know that the background of publicity has been, both in volume and quality, so very large that here at national headquarters we had to shut off the clipping agencies because we could not afford to pay for the clippings. We know that the "T. B." story has been publicised as never before —and that, too, in the teeth of the fact that we ran squarely into a printers' strike that put nearly 60 standard publications out of the running and defeated some of the best features we had planned for.

Now comes the time when your own personal determination and salesmanship will be thrown into the balance, and the result will be reckoned accordingly. The campaign department may not have succeeded in pleasing all of you all of the time—it is a human department and func-

tioned as efficiently as it was able. It ran into some snags—one is named above; another was the strike of expressmen and shippers; still another has been the counter opinion of those in the field who had small faith in our plan, or, having some faith, lacked courage and initiative to tackle it and carry it out. By and large, it has been a happy and beneficial experience for the campaign department, with its executive heads and its staffs, and perhaps we, as temporary employees, may not get another opportunity to thank you for the patience with which you have borne with our suggestions and the nearly unanimous support you have given us in our ambitions to do something big—and even unparaleled—for the cause of the "T. B." movement in the United States.

The labor situation, which has grown acute and complex in recent days, should not deter us, or cause us to lose courage in any direction. The fact remains that the working people were never so enlightened as now—that they have had their first big opportunity to read about and understand the "T. B." menace, and that never in their history have they had so much ready cash as now. Don't let anyone cry "Hard times" or "I have done my bit" into your ears, because that is a misnomer.

Helping good causes is a new form of happiness—there is, undeniably, joy in giving. Please remember that. The public has learned the sport of giving; and the public for the first time in history is enabled to contribute its spare change to movements that the public well knows is for the public's own salvation. Don't let anyone say to you "Overdone." Your answer to that is, "Have not even started." Because there is likelihood, if normal conditions can be established, that next year America will give a half billion to causes just like this. And what does that amount to after all? A very little. America makes, earns, produces forty billions of dollars every year, and I refer to new money at that. So let us jump to it and get this paltry seven millions we are after!

The ship is launched. We cannot offer much more from the national end of this effort—we have done our best. We are sure you have done your best. Let's all, however, redouble our determination right now at this crucial moment, to make that best the very best that is in us. Let's forget everything by making good. If we have to fight—let's fight afterward. America has a big back yard, and after the guests have gone, we can invite each other out there, but meantime let's not let one opportunity pass to make this an epoch-breaking campaign for he great "T. B." movement!

Budgets

Paper delivered before Secretaries' Section, Mississippi Valley Conference on Tuberculosis, September 22, 1919, by Arthur J. Strawson, Regional Secretary for the Mississippi Valley National Tuberculosis Association.

If tuberculosis is to be made "the next to go," steps necessary to obtain adequate support for the movement must be taken, both as science indicates and as communities can understand and afford. The making of a budget is the first of these steps. In making a budget for this work one should ask for enough; some societies have made but little progress because they have asked for but little support and hence have been unable to do big work. Since our national wealth is far greater than ever before, let us plan big at the start and then take a large step forward in tuberculosis prevention.

1920 BUDGET OF A STATE TUBERCULOSIS ASSOCIATION

A. ADMINISTRATION—		
STATE	$13,800	
LOCAL	12,000	25,800
B. EDUCATIONAL—		
STATE	31,000	
LOCAL	9,000	40,000
C. VISITING NURSING—		
STATE	10,000	
LOCAL	30,000	40,000
D. HOSPITALS, SANATORIA, PREVENTORIA, ETC.		2,400
E. OPEN AIR SCHOOLS		5,000
F. DISPENSARIES (LOCAL)		4,000
G. MATERIAL RELIEF		3,000
H. MISCELLANEOUS		3,000
TOTAL		$123,800

A POOR BUDGET

1920 BUDGET OF A STATE TUBERCULOSIS ASSOCIATION

BASED ON ESTIMATED SEAL SALE OF		$150,000
PERCENTAGE OF SEAL SALE TO NATIONAL ASSOCIATION	15,000	
REFUND TO LOCAL SOCIETIES (½ LOCAL SALE)	25,000	
CAMPAIGN EXPENSES (Salaries, Advertising, Postage, etc.)	12,000	
TOTAL REFUNDS AND CAMPAIGN EXPENSES		52,000
OPERATING DISBURSEMENTS—		
A. LECTURE AND FIELD WORK, EDUCATIONAL SALARIES, TRAVELING EXPENSES OF LECTURERS and NURSES, ITINERANT CLINICS, ETC.		25,000
B. PUBLICATIONS, LITERATURE, PUBLICITY, ETC.		12,000
C. DISPENSARIES, Assisting in establishing and operating		5,000
D. ADMINISTRATION		6,000
E. CHILDREN'S WORK—Modern Health Crusade, Salaries, Traveling Expenses, Open Air Schools, etc.		9,000
F. FORMAL INSTRUCTION—Salaries, Traveling Expenses, Clinics, Summer Institutes,		12,000
G. HEAT, LIGHT AND JANITOR SERVICE		3,000
H. OFFICE EXPENSES—Salaries of stenographers, clerks, bookkeeper, telephone, postage, express, etc.		12,000
I. EQUIPMENT—Completing Office and General Equipment in new building		2,500
J. REPAIRS AND UPKEEP OF BUILDING		2,500
K. EXHIBITS, CHARTS, FILMS, ETC.		3,000
L. MISCELLANEOUS		6,000
TOTAL OPERATING DISBURSEMENTS		98,000
TOTAL		$150,000

A GOOD BUDGET

Unity of Budgets

A state budget should equal the sum of local and state association budgets. If this is carried out, it not only gives a reasonable goal for the state campaign committee, but it enables state and local secretaries together to put the vision and program into many cities and countries where the campaign would otherwise, for lack of definite object, dwindle and die.

When?

Now, in advance of the campaign, these budgets are needed. When you would give yourself full confidence that you have a definite program; when you would convince your state and local committeemen of the size of their task; *that* is the time for budget making. Your campaign and your publicity workers will be more valuable if their task is definite and its importance clearly demonstrated. This does not imply that the budget need be used in detail after the intensive campaign is started.

"High Cost of Living" Budgets

Budgets that first chronicle salaries, traveling and other expenses, including under such heads ten or more per cent, of the total, may well be called "high cost of living" budgets. Also under this head may be included those budgets which show immense items as "Educational" or "Open Air Schools." Such budgets remind one of an automobile salesman who might try to sell his machine by pointing out the salaries paid to him and his associates, the heavy expenses of manufacture, delivery, and the great cost of his machine, but who overlooks the laying of special emphasis upon the fine points of his machine. Be careful where you lay the emphasis.

Logical Budgets

Any logical budget makes prominent the community service which it offers. It places health crusaders and open air schools high on the list. It places industrial and sanatorium campaigns for adults where they can be seen. It gives due prominence to the public health nurse and the clinical physician. It includes work local to that territory, health surveys, exhibits, lectures and literature, which are all put in at cost. Under "Administration" it does not include the above items, but only those of general administration. It never includes under administration salaries necessary for field service. Salaries incidental to field service should be so shown. Administration should include only such general expenses

Continued on Page 9.

The Framingham Demonstration

No. 17. Tuberculosis Among Framingham Cattle

By D. B. ARMSTRONG, M. D., Executive Officer

These monthly articles in the Framingham series began in July, 1918

As a part of the sanitary survey of Framingham, a careful study was made of the milk problem, particularly those aspects of it that might have some bearing on the tuberculosis incidence. This milk study covered the questions of sanitary supervision, grading, licensing, bacterial content, quantity produced, the economy of handling and delivery, pasteurization, etc. It is probable that a complete report on the milk situation will be presented in one of the forthcoming monographs.

As a part of this milk study a tuberculin survey was carried out among cattle. It seemed important to know to what extent the cattle supplying Framingham with milk were infected, and it was anticipated that the results of such a survey would probably lend support to the movement for the pasteurization of milk. In the beginning of the demonstration about 15 per cent. of the milk supply of Framingham was pasteurized. At the present time about 75 per cent. of the milk is treated in this way, and an effort is now being made, through the development of a cooperative producers' and consumers' organization, for the joint handling and pasteurization of the rest of the Framingham supply.

Many previous studies have indicated the probable important relationship of bovine tuberculosis to the human tuberculosis problem. In 1908 Schroeder estimated that approximately 20 per cent. of the cows of the United States were tuberculous. A series of studies carried out in Wisconsin during the period 1903-1907 indicated that from 15 to 18 per cent. of the cattle in that state gave a positive reaction. A thorough study in Montclair in 1907 covering 17 herds supplying the town indicated a wide range of infection, the percentage of cattle giving a positive reaction varying for the several herds from 2.9 per cent. to 53.6 per cent.

In Framingham, during the spring of 1918, a tuberculin survey of cattle was undertaken under the direction of Mr. Joseph Herzstein, then a student at the Massachusetts Institute of Technology, and now Executive Secretary of the Rensselaer County Tuberculosis Association of New York. An effort was made to test a representative group of Framingham cattle. The tuberculin used (O. T.) was supplied from the Saranac Lake laboratory, and the work was carried out with the cooperation of Dr. L. E. Howard of the Massachusetts Board of Animal Industry.

Framingham is a representative community in that the cows supplying milk are owned in one of three different ways: by producers, by dealers, or by individuals. As a preliminary measure, a complete census was made of the cattle of Framingham, classifying them as to recent knowledge regarding their reaction to the tuberculin test. An effort was then made to test the "unknown cow," and the survey covered 199 cattle, or 22 per cent. of those regarding which the reaction was unknown.

The normal temperature of cows varies from 100 to 102 degrees. In making the test, if the cow shows a temperature from 103 to 104 degrees, it is classified as "suspicious," and if the temperature reaches 105 or over, the cow is classified as a "positive reactor."

The result of the Framingham survey may be briefly indicated in the following table:—

Types of Cattle	No. Tested	Healthy P Ct.	Reactors P.Ct.	Suspicious P.Ct.	Reactors plus Suspicious P.Ct.
Cows....	199	73	19	8	27
Heifers..	62	84	8	8	16

From this table it will be observed that:

1. About one-fifth of the cows tested gave a positive reaction.
2. About one-fourth of the cows tested gave a positive or suspicious reaction.
3. Of the heifers tested 16 per cent. showed signs of actual or probable infection.

Further, it is of considerable importance to classify these cattle tested according to their type of ownership. The results from this analysis are indicated as follows:

Ownership	No.	Percentage Reactors	Percentage Suspicious	Percentage Reactors plus Suspicious
Private families.	44	41	4	45
Dealers	64	16	14	30
Producers	91	11	4	15
Total and av'ge.	199	19	8	27

Considering the percentage of reactors alone, it is found that among the cows privately owned nearly four times as many showed the presence of definite tuberculosis infection as was the case among producers' cattle. The cattle owned by dealers fall in between the other two classes. There are probably several reasons for the high percentage of positive reactions among the "private cows." In the first place some of them are purchased by the families because they are cheap, after being discarded by herd owners. In addition to this, the facilities and equipment surrouding the individual family cow is almost in all instances inferior to the arrangements provided by the dealers and producers.

Judging by experience elsewhere, the situation in Framingham at the beginning of the demonstration was fairly representative of conditions throughout the state and perhaps throughout the United States. While something can be accomplished in the direction of removing from the milk producing industry those cattle conspicuously and obviously diseased, it is out of the question to eliminate all reactors. Very frequently the reacting cattle are among the best producers, and to eliminate them ruthlessly from the trade, would unjustifiably increase the price of the product. Further, if there is any analogy here between tuberculin work among cattle and the findings as discovered in Framingham based on human experience, it may be that, given a uniform dissemination of infection, the cattle giving the most positive and definite reactions are the hardiest and most resistent bovine stock.

However, the probable dissemination of tuberculous infection through milk from the infected cattle is a serious matter. This is evidenced by the extensive prevalence of cervical adenitis in Framingham and elsewhere, a certain portion of which is probably tuberculous. The tuberculin survey among children in Framingham from one to seven years of age indicates that 33 per cent. of them are already infected in that age group, partly no doubt from bovine origin. Finally, Park and Kraumwidde (1913) and others have indicated that a fairly substantial portion of tuberculosis among children is of bovine origin. The percentage established by Park for children under 16 years of age was 20.

It seems that the only immediate and effective answer to the problem is the universal pasteurization of milk. This is the program which has been adopted in Framingham, and it is hoped that the near future may see a safe milk supply guaranteed to the infants and children of the community.

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NEGRO TUBERCULOSIS LEAGUE

The Anti-Tuberculosis Cooperative League, an organization established for the purpose of fighting tuberculosis among colored people, was recently formed in Meridian, Miss. The League is maintained entirely by negroes and it has been possible in four months to raise sufficient funds to build and equip an outdoor pavilion.

Modern Health Crusade

DEPARTMENT

Bulletin of the

National Tuberculosis Association

NOVEMBER 1919

TOURNEY SHORTENED TO TEN WEEKS

Schools May Enter Lists as late as Nov. 23

The duration of the first tourney in the second tournament of health knighthood has been shortened from 15 to ten weeks. Because of the enforced delay in delivery of crusade supplies, due to strikes and other difficulties in paper manufacture, printing and transportation, it has been impossible for thousands of schools to conduct the crusade program for 15 weeks before the closing date for the first tourney, January 31, 1920. Under the rules for the second tournament, printed in the circular, "Second Field of the Cloth of Gold," any school may submit a record of health chores for any period of 15 weeks between September 7 and January 31. Under the altered plan a record of chore performance for any ten weeks prior to January 31 may be submitted. accordingly, schools which have already embarked on the crusade this term, and those starting the work not later than November 23 are eligible as contestants in the first tourney.

The official rules apply to the ten-week tourney with no change except the substitution of "ten" for "fifteen" in the number of weeks and credits. A school may enter either the first tourney of ten weeks or the second tourney of fifteen weeks, or both. The National Association will award banners to the victors in each tourney. A victor in both tourneys will receive two banners, but not an additional banner for a 25-week contest.

EXERCISE AND HER ATTENDANTS DRIVE *DISEASE* AND *GERMS* FROM THEIR STRONGHOLD

DECEMBER MEETING

The subject for the December meetings, "Tuberculosis and respiratory diseases; how to prevent colds; Red Cross Christmas seals," lend themselves well for use in entertainments.

Eleven children may be selected, each to act out a health chore in tableau form, somewhat as illustrated on the 1920 certificate of enrollment. A stage should be arranged as for "living pictures," with a curtain to rise and fall on the acting out of each chore.

One of the health plays appropriate to the December meeting may be used to drive home the sermon of disease prevention. *Judith and Ariel* dramatized the rescue of Judith from the germs of Headache, Cold, Weariness and other ills by Ariel, the fresh-air fairy. In *Miss Fresh Air,* Mary is made wretched by the imps of Darkness, Dirt and Tuberculosis and the ministrations of Dr. Fake; but when Dr. Sunshine, accompanied by Miss Fresh Air and her assistants, Milk, Eggs, Oil and General Sanitary Condition, arrives on the scene, things begin to improve. *Health and His Enemies* contrasts the effects produced by the gnomes of Darkness, Foul Air and Germs, as against the work of Fairy Airy and Little Sunbeam.

The National Association will send sample copies of the plays free to crusade masters. Prices of quantities necessary for production are as follows:

Judith and Ariel (15 characters), 18c.
Miss Fresh Air (eight characters), 10c.
Health and His Enemies (seven characters), 9c.

In *Keep Well Stories* (Lippincott, Philadelphia) is given the history of the Red Cross seal. It sets forth the mission of the seal in bringing hope and health. The story may be recited in rotation by a group of girls dressed in white, each with a sheet of seals displayed on the front of her dress.

As the climax of the entertainment, Santa Claus may make his appearance with a bag upon which appears a big red cross, flanked by double red crosses. The gifts should be the insignia which has been earned, each button or pin being attached to a card with the inscription, "Merry Christmas, Health and a Happy New Year." For those children who have earned only the certificates of enrollment, these may be presented folded and wrapped in bright colored papers, similarly inscribed.

The humorously illustrated pamphlet, *To the Children of America,* covers in a nutshell the first two subjects for December. On page 15 are set forth the principal means of protection against colds, which every crusader should know. This pamphlet is designed for distribution among children, and can be obtained from the National Association at the rate of $18 per thousand.

CHALLENGE TO RECRUIT CRUSADERS

Cup and Banner to be Awarded as Prizes

In addition to the regular inter-school tournaments in health knighthood, an inter-state competition in enlisting the most crusaders is to be held. A "friend of children," who believed that every boy and girl in America should become a crusader, has offered the National Association a handsome cup to be awarded to the state association under whose leadership the most crusaders are marshalled in proportion to school enrollment. To be counted, the crusaders must be enrolled as knights banneret.

As a further stimulus to the Crusade, Arthur J. Strawson, regional secretary for the Mississippi Valley States, has challenged all the other regional secretaries and districts to enroll the most crusaders in proportion to school enrollment in their respective districts. As trophy of victory, the National Association will present a banner to the winning region, to be joint property of the component of states.

The conditions for both competitions are *tentatively* set as follows:

(1) The children counted in these competitions must be crusaders with rank of knights banneret earned during the present school year. The 15 weeks in each of which the crusader has done at least 75 per cent. of the official health chores must end not later than June 12, 1920.

(2) The total number of knights banneret submitted by each state association must comprise only the numbers definitely reported directly to the state association or through local branches, by teachers or others enrolling crusaders. The total number must not exceed the number of knight banneret pins ordered by the state association.

(3) In the inter-state competition the victor shall be the association affiliated with the National Association for the state in which the ratio of knights banneret to school enrollment in the school year 1919-20 shall be largest. The school enrollment shall be the maximum number of school children between grades one and twelve enrolled for all the counties in the state and reported to the state superintendent of schools up to March 1, 1920.

(4) The cup shall be awarded to the winning state association as its property for one year and until the association for another state shall win it in like competition. The cup shall become the permanent property of the state association winning it in three annual competitions.

(5) The winner in the interregional competition shall be determined by the ratio of the total of knights banneret in all states of the region to the total school enrollment for all these states. The enrollment for each state shall be defined as in condition three above. The victor's banner shall be presented to the regional secretary in trust for the several states of the region, and shall be delivered by him for display in turn at the offices of the several state associations.

(6) In each of the two competitions reports from each state association, both as to the number of knights banneret and as to school enrollment, must be at the office of the National Association not later than July 15, 1920. Reports received after that date will not be considered in the competition.

NEGRO PUPILS OF MINOR NORMAL SCHOOL, WASHINGTON, D. C., LEARN HOW TO PRESERVE THEIR GLISTENING TEETH

CRUSADE AMONG NEGROES

Many nationalities and races have responded to the summons of the Crusade in our own and foreign lands. Colored children have shown themselves eager to take rank in health chivalry. Their enlistment as crusaders offers perhaps the most effective means now available of teaching hygiene to the adult members of their families.

In the last school year 20,000 colored children in Tennessee became crusaders. Prof. Ambrose Caliver of Fisk University, secretary for the Tennessee Anti-Tuberculosis Society, the organization for work among negroes, expects to extend the crusade among negro schools throughout the state this year. In the constitution of the society a clause has been adopted, stating that "any person who has successfully gone through the different stages of health knighthood in each tournament for seven consecutive years shall become a life member."

The practice pupils in the Minor Normal School at Washington, whose toothbrush drill is pictured on this page, have proven themselves amenable to crusade rules; and in the tournament for the District of Columbia the colored schools qualified in like manner as the white for the award of banners.

In an Indianapolis colored school where the Crusade was introduced, a remarkable change in the personal appearance of a large number of the children was reported. "They are striving," said the principal, "to live up to crusade standards."

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INTERNATIONAL DEVELOPMENT

The Crusade is gradually making its way in Canada, Europe and the Orient. "You, in the United States, have no idea of the need of such a movement here," is a thought running through a number of letters received from abroad.

At Shaohsing, China, some 30 boys have been enlisted through the efforts of Mrs. A. I. Nasmith. The boys came from homes where soap and water were feared and a bath was a yearly affair, and the task of inspiring a desire for cleanliness seemed at first quite hopeless. But as the work progressed, the boys became enthusiastic and eagerly submitted to their captain's inspection. Parents stopped the teacher on the street to thank her for taking up the movement, and the presentation of gold pins was made a great occasion.

At Shanghai, Dr. J. C. McCracken, of the Junior Red Cross is developing the work among both American and Chinese children. "The chores," he writes, "have been changed somewhat to meet the needs of the Chinese. Water such as they use would be far more dangerous than the weak tea which they universally drink."

The students of the Doremus Girls' School at Yokohama were given improvised score cards and asked to keep records during the summer, and Miss Mary E. Tracy, superintendent of the mission,

is anxious to start a real crusade club among them.

The establishment of the Crusade in France is proving so fruitful that it is expected that last year's enlistment of some three thousand will be multiplied by ten in the proposed extension of the work.

Considerable interest in the Crusade has also been aroused in Italy. "I will try to make my country in favor of this holy cause,"—so runs a letter from Genoa.

At Colegio Eliza Bowman, in Cienfuegos, it is thought that the crusade badges should appeal perhaps even more strongly to the Cuban children than to the boys and girls in the states.

Miss Winifred Read, school nurse at Halifax, reports the Crusade a great success. "The children," she writes, "enjoy keeping the records and are disappointed if I fail to inquire about teeth, etc., when I visit the classes. The parents, many of whom formerly ignored us or considered us a bother, are grateful for our efforts and say that they notice marked improvements in the children."

The Crusade is to be introduced in Canada also under the name of "Queen Mary's Health Legion," the queen having given her endorsement to this work in the Dominion.

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MEMPHIS PAGEANT

A health crusade pageant of exceptionally high order, entitled "The Children's Crusade, 1919," was reecntly presented at the Tri-State Fair at Memphis, Tenn. Two hundred and fifty children from the Memphis playgrounds were in the cast. The play was written by Miss Montgomery Cooper and produced by the War Camp Community Service with the assistance of teachers and supervisors for the Shelby County Tuberculosis Society.

Remarks overheard during the play indicate how suffused the children became with the morals of the drama:

"You can't be no knight! Your hands ain't clean." "Now, just look at her, with a stick in her mouth, and it's full of germs, too."

A little girl prostrated herself, drenched in tears, in her big sister's lap, wailing, "Can't I be in it?" "No, I told you! You're too little, and, besides your face is dirty!" But earnestness won the day, and a compromise was affected by a visit to a hydrant, and the directress enrolled a new crusader.

The spoken part of the pageant is given by one character, *The Herald,* who serves not only as prologue but as introducer and expositor throughout, until at the end the entire cast join in triumphant paens, the "Song of Good Health" and the "Crusader's Song."

Among the dramatis personnae are *Vivian,* the child; *Mother Dear; the Dragon Disease; Brave Sir Lionel;* his pages, *Spick* and *Span; Loathesome Filth; Spirit of Cleanliness; four Knights on Chargers; Spirits of Sunshine, Water, Exercise and Sleep,* with their attendants; a swarm of *Germs;* the valiant company of *Health Crusaders;* and the radiant *Lady Good Health.*

At the opening of the pageant, Vivian, is journeying before the castle of Disease with her Mother Dear, "who maketh up in loving what she wots not of in skill." The monster's rapacious roars terrify the two, and Vivian is pulled from her mother's arms by an invisible force toward the airless, lightless castle.

Then enters Sir Lionel, knight errant for Health. He perceives that many "knights and squires and pages," are required for the battle, but first he battles alone with Filth.

VIVIAN AND *MOTHER DEAR,* THE LEADING CHARACTER IN "THE CHILDREN'S CRUSADE, 1919," PERFORMED AT MEMPHIS, TENN.

"'Tis here that heaven doth send
A sweet and goodly messenger, to aid
our troubled knight,
Sweet Cleanliness doth come, attended
by her maids,
And all around the air seems purer
for her presence.
She guides the hand of Lionel, so he
Can slay the Loathesome Filth."

Following Lionel's summons come four knights, and as their helpers, heaven sends Sunshine, Water, Exercise and Sleep. Disease's doom seems sealed, but Germs come to his assistance.

"They rush about like mad, and twirl
and spin and make
Our knights confused all,
But now we hear
The swelling of a song. They come
—Crusaders . . ."

"Enough it is to say, the Germs retire
at length
Baffled, into the wood, and Lionel, our
knight
Advancing close, doth deal a mighty
blow
And so doth slay Disease.
But is this all? Not so.
Disease is dead—'tis true. Now
something rises in his stead.
Oh, paragon of sweetness, see her
there—
Good Health, the beauteous lady—
So wondrous is her spell, each subject
falleth
Upon a knee and homage doth he give
Unto her, radiant and sweet.
She smiles and calls
For Vivian
Who is full gladly given by her
Mother.
And there Good Health and Vivian
enter in
The gloomy pile, which straightway
is alight.

For the full words of the pageant, crusade masters should apply to the Shelby County Tuberculosis Society, Exchange Building, Memphis. The society will quote cost prices for the pageant circular and for photographs showing the costuming (by Charlotte Gailor).

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A CRUSADE FILM

"The Modern Health Crusade," a one-reel motion picture, has been produced to help stimulate interest in the movement.

Tom and Mary had a teacher with the newest of new ideas. One day, in the story hour, after a thrilling session with King Arthur and the wizard Merlin, she told the class how they might join a crusade to fight not visible enemies, but the invisible dragons of disease which destroy health and happiness. Everyone was eager to join except Tom, who regarded a fight against disease dragons as tame and unnecessary. "The germs won't get you," he whispered confidently to Mary, "if you just keep your fingers crossed."

That night, while the children slept, a strange old man with a wand entered the room. "I am the wizard Merlin," he told them. Frightened, they stood huddled together, anxiously watching the strange visitor. "Oh, Mr. Merlin," they cried, "please help us to fight disease dragons."

Merlin said, as the window opened at a wave of his wand: "We need the fresh air to help us." "Ah, a *typhoid fly,*" he exclaimed, pointing with his wand, "and a *malaria mosquito! Pneumonia germs* on your hands, and *Tuberculosis germs* in this glass of dirty milk!" Through a

Continued on Page 8.

CHO-CHO DEMONSTRATES TO AN ADORING AUDIENCE IN PHILADELPHIA THE CONSEQUENCES OF AN IMPROPER DIET

A CRUSADE FILM

Continued from Page 7.

magnifying glass he showed the children the germs as they appeared enlarged.

"Now, watch these germs turn into a disease dragon!" he cried. Instantly a great menacing dragon appeared and made its way in the direction of the children.

But with another wave of the magic wand a figure clad in shining armor stood before them, carrying the strangest weapons they had ever seen. Her shield bore a cross made of four great scrubbing brushes, and her lance was an enormous toothbrush. She thrust the lance at the monster, and it immediately disappeared.

The figure raised its visor. "Why, it's teacher!" exclaimed the children. Teacher nodded. "I shall not be able to save you always," she said, "but see—*you hold the weapons of defense in your own hands!*" Even as she spoke, a glass holding tooth and nail brushes appeared in their hands, and the next instant she and Merlin had vanished.

Tom awoke and called Mary to tell her of his strange dream. Then they opened the window, washed, cleaned their teeth, and were the first at school that morning.

Two weeks later Tom and Mary became crusade pages, and one proud day they led their class as knights banneret of health chivalry.

The picture provides about seventeen minutes of entertainment and can be secured from the National Association for $75 a print. State associations and the larger locals should find it valuable as an aid in preaching the gospel of cleanliness and health.

HEALTH WEEK WITH CHO-CHO

Which feature of the circus do children like the best? Ask them, and almost invariably they will reply, "the clowns." We all know youngsters, who for weeks after they have visited "the greatest show" will entertain the family and themselves by imitating the tricks and grimaces of their favorite comedian.

Believing that the child's love of imitating a funny man's tricks and capers may be led into practical health channels, the Philadelphia Tuberculosis Committee, recently engaged Cho-Cho, the health clown of the Child Health Organization, for one week's performance in the city's schools, clubs, department stores, etc. Cho-Cho, amid side-splitting drolleries, told the children how to eat, bathe, sleep, brush their teeth, and behave at school. The children received him with enthusiasm and at the same time listened with eager interest to his health messages.

The Committee believes that Cho-Cho not only stimulated the practice of health habits among the children, but through the publicity which his visit gave the Committee, created a strong public interest in tuberculosis work throughout the city.

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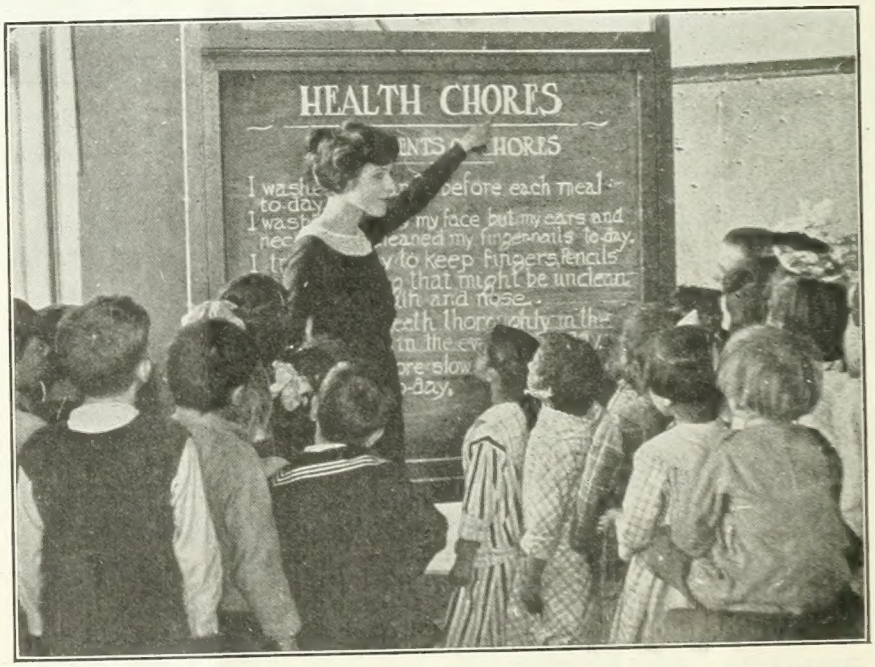
HUMAN INTEREST

After Miss Hilda J. Solibakke, Crusade director for the Washington Tuberculosis Association, had explained the Crusade in a talk, eleven-year-old Anthony stayed after school of his own accord for the first time in his life. "That Crusade stuff was pretty good," he told his teacher, "I thought the lady would be punk. In those chores, if I take *three* baths do I get three *marks*?" Anthony had the reputation of being the least trammeled by conventionalities of any boy in the school, and he wanted no one to know that the Crusade interested him. "'Mind going out the other door," he asked teacher, "while I beat it out of of this one?"



SCENE FROM THE ONE-REEL MOTION PICTURE, "THE MODERN HEALTH CRUSADE"

BUDGETS

Continued from Page 3.

at headquarters as are administrative. If it is a fact, why not let administration expense appear as incidental to the program of work?

Progressive Goals

Too many societies are soon done. They have considered a particular step, such as a sanatorium, public health nursing or a clinic as the end of the activities instead of merely a fine initial step in the prevention of tuberculosis. Now is the time to lay out a program for the ensuing year. If you have reached your first goal, set the next. If you are in any doubt as to what that goal should be, advise with state or national association officers. Let your program develop until tuberculosis disappears.

Illustration

The following budgets have been selected from two classes. The first from those wrongly made and the second from those which we think are better made.

Simple Rules for Budget Making

The following rules may be of value in the preparation of your budget:

(1) List the kinds of anti-tuberculosis work considered necessary in your community. (See chart, column 1.)

(2) State what you consider to be 100 per cent. of the task implied by each item in the list. (See chart 1, column 2.)

(3) Indicate part of each task which has already been accomplished. (See chart 1, column 3.)

(4) Check items in this list that need special attention during the coming year. (See chart 1.)

(5) Determine the maximum budget probably available from Red Cross seals and other sources. (See chart 11, Estimated Revenue.)

(6) Evaluate the checked items mentioned in rule four above.

(7) With the aid of your executive committee, fit the cost of these items into the total proposed revenue, making due allowance for administration. (See chart 11, budget.)

Application of Above Rules

Desiring a state, county or city association in which to illustrate this process, Marion County, Ind., was selected and its Tuberculosis Association made use of this method in the preparation of its budget for the ensuing year.

One may not agree with the chart in what represents 100 per cent. and different counties may well evaluate some of the items differently as to the per cent. now accomplished. These are details.

This plan of working out programs for the ensuing year has, since the paper was presented at Des Moines, Ia., been adopted by one state and by several local associations and its author is highly gratified that it has in so many instances led to the adoption of a new plan of work where the local society was almost disrupted by overwhelming success in reaching its earlier goals.

WHAT IS 100% IN MARION COUNTY?

INDIANA

	THE EFFORT	WHAT IS 100%	COUNTY HAS 0% 1-20 20-40 40-60 60-80 80-100 % % % % %
	SANATORIA	2 BEDS PER DEATH PER YEAR @ 1200 BEDS	100 BEDS 8⅓%
✓	OTHER INSTITUTIONS PREVENTORIA, CONVALESCENT HOMES	FOR ALL WHO NEED THEM	0 0%
	PASTEURIZATION	ALL MILK PRODUCTS USED AS FOOD	100% IN CITY-0% IN COUNTY 89%
✓	CASE REGISTRATION	9 ACTIVE CASES PER DEATH	14% IN CITY-0% IN COUNTY 11%
	DISPENSARIES	7 FOR COUNTY	3 DISPENSARIES 43%
✓	MEDICAL INSPECTION	ALL SCHOOL CHILDREN	100% IN CITY-0% IN COUNTY 86%
	TUBERCULOSIS NURSES	1 PER 100 KNOWN ACTIVE CASES	3 NURSES 43%
✓	RELIEF	ADEQUATE FOOD, CLOTHES, RENT, FUEL, ETC. FOR POOR HOMES WHERE TUBERCULOSIS EXISTS	70% ADEQUATE IN CITY 30% ADEQUATE IN COUNTY 64%
✓	OPEN AIR SCHOOLS	PROVISION FOR THE ANEMIC + 5% OF THE SCHOOL - UNDER OR 20%	PROVISION FOR 220 11%
✓	EDUCATIONAL	WITH ALL SCHOOL CHILDREN WITH ALL ADULTS	CRUSADERS 50% 98%
	FOLLOW-UP	FOR ALL SANATORIUM PATIENTS FOR ALL ACTIVE HOME CASES FOR ALL ARRESTED CASES AT REGULAR INSPECTION FOR ALL POOR HOUSE CASES	0% 60% 100% 70%
	GOOD HOUSING	HOUSE SANITATION 4 VENTILATION 5 SEWER CONNECTIONS 6 NUMBER OCCUPANTS	7 HOUSES UNFIT FOR USE UNKNOWN
✓	INFANT WELFARE PRENATAL CARE	SHIELDING INFANTS FROM INFECTION	100% IN CITY [illegible] IN COUNTY 89%
✓	WELFARE OF EMPLOYEES	1 MEDICAL EXAMINATION 2 MEDICAL AND NURSING SERVICE 3 SANITATION 4 VENTILATION	INDUSTRIAL WORKERS - NURSES 5 ART LABORATORY - 5 PHYSICIANS 1%
	TUBERCULIN TEST OF CATTLE	ALL DAIRY COWS TESTED	PRACTICALLY NO TESTING 1%

I.

SHOWING IMPORTANT FIRST STEP IN BUDGET MAKING

II

MARION COUNTY—1920

ESTIMATED REVENUE

POPULATION OF COUNTY 1919	923448
10 SEALS PER CAPITA	10
TOTAL SALE	$32344.80
PERCENT DUE STATE AND NATIONAL ASSOCIATIONS	6,543.96
RED CROSS SEAL CAMPAIGN EXPENSE	3,000.00
NET RED CROSS SEAL PROCEEDS	22800.84
RECEIPTS FROM OTHER SOURCES	0
TOTAL ESTIMATED REVENUE FOR COUNTY WORK	$22800.84

BUDGET

I. EDUCATIONAL—	
1. INDUSTRIAL WORK INCLUDING SALARY OF SECRETARY, TRANSPORTATION STEREOPTICAN SLIDES AND MACHINE ETC.	$3,350.00
2. MODERN HEALTH CRUSADE INCLUDING SALARIES OF TWO WORKERS SUPPLIES AND TRANSPORTATION	5,200.00
3. LITERATURE AND EXHIBIT MATERIAL	800.00
4. PUBLICITY—Re NINE SPECIAL LINES OF WORK	1,500.00
5. SPECIAL CAMPAIGNS—vs FLIES vs SPITTING	400.00
II. OPEN AIR SCHOOLS—	
1. MATRON AND HELPER	550.00
2. FOOD (PLUS $200.00 PAID BY CHILDREN)	2,000.00
3. EQUIPMENT—DISHES, COTS, CLOTHING, BLANKETS	238.84
4. TRANSPORTATION ($60 PER WEEK FOR 32 WEEKS)	1,920.00
III. CONVALESCENT HOME	1,000.00
IV. ADMINISTRATION—	
1. SALARY OF EXECUTIVE SECRETARY, STENOGRAPHER AND TWO CLERKS	4,480.00
2. RENT AND TELEPHONE	762.00
3. POSTAGE	500.00
4. STATIONERY	100.00
TOTAL	$22,800.84

II.

SHOWING FINAL STEPS IN BUDGET MAKING

LOCATING SOLDIERS

In the hope of preventing the development of more than one thousand incipient tuberculosis cases in Connecticut, the State Tuberculosis Commission has sent lists of draft rejects to its local agents and has inaugurated a systematic campaign of educational and preventive work among soldiers. Tuberculosis specialists, general practitioners, visiting nurses, and tuberculosis associations are cooperating in locating men suffering from tuberculosis and instructing them and their families in the treatment and prevention of the disease.

It has been estimated that out of a total of 1,024 drafter men rejected because of tuberculosis, approximately 60 per cent. will recover.

Suggestions from the Field

This department of the Bulletin is conducted in connection with the Loan Service Bureau of the Publicity Department. It is designed to give valuable suggestions regarding new lines of work or new methods originated or successfully used by tuberculosis associations throughout the country. Tuberculosis workers are invited to send the National Association Bulletin Editor all information suitable for publication in these

THE FIVE "D'S"

"Doctor, Discovery, Direction, Discipline and Disposition" is the title of a leaflet which is used by the Division of Laboratories of the Georgia State Board of Health as an enclosure with each positive finding following an examination for tubercle bacilli. The folder tells in a few brief sentences what the patient should do to become well and what he should not do, and recommends that he send in an application for admission to the State Sanatorium. On the back of the leaflet a rollicking little poem helps to buoy up the spirits of the sufferer.

A similar folder giving a warning of danger and suggestions for prevention has been prepared for enclosure with negative reports, and a form letter accompanied by literature is sent to each family in which a reported death from tuberculosis occurs.

It occurs to us that the leaflet might have included another "D"—that of "digestion"—for a poor digestion makes the tuberculosis patient's battle doubly difficult.

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PREVENTIVE WORK AMONG INDIANS

As a part of its work of prevention, the Buffalo Tuberculosis Association, in cooperation with the State Department of Health is entertaining the aboriginal American with motion pictures, lectures and lantern slides. A number of the Indians on the various New York reservations had suffered from influenza or were exposed to tuberculosis and the association prepared a lecture on disease prevention with some interesting lantern slides, and requested the red men to assemble at their council house for an evening's "powwow." A motion picture showing the children at the J. N. Adam Memorial Hospital taking the sun cure was run off by means of storage batteries, and this served to excite their interest and hold their attention. The following day a clinic was held and a thorough examination made of all suspicious cases.

It is planned to continue the work during the remainder of the autumn on the other reservations in the state.

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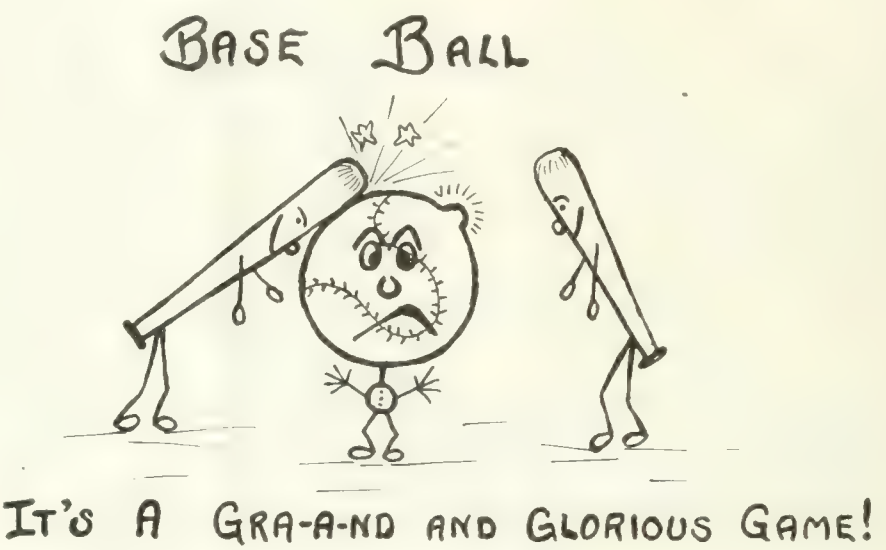
BULLETIN ON "COLDS"

The Department of Public Health, Toronto, Canada, has issued a very useful Bulletin for September, 1919, on the so-called "common cold." The Bulletin tells in detail what are the causes of a cold, how it is transmitted from one person to another, and in what way it prepares the system for diseases of a more serious nature. Considerable space is given to the proper heating and ventilation of rooms, and proper clothing in winter. For grown persons and children who have contracted a cold, there are practical and inexpensive suggestions for treatment, as well as directions as to food, etc. A list of "Don'ts" gives instructions for preventing the infection of others.



A "DODGER" WITH "PEP"

When the Reds were beating the White Socks to a finish during the World Series game this year, the Cincinnati Anti-Tuberculosis League secured the cooperation of the Boy Scouts and distributed 35,000 copies of a clever little dodger at the ball park just before the game, and in front of newspaper offices where thousand of people crowded about the score boards. The following is an extract from the little circular:

Oh! Boy!

"How you'd like to grab a **bat** and smite the **old pill** until the cover splits. How you'd like to be right out there on the diamond where history is being made. How you'd love to fill your lungs with fresh air while you **dash** around the **lot.** And all the time you're playing a **big game** without realizing it.

You're at Bat Right Now

If you don't watch the **curves break,** you'll **strike out.** Your opponents have a **long string of pitchers**—Common Colds, Influenza, Pneumonia, Tuberculosis and a big bunch more—and they sure can **slip 'em over.**

You will make a **clean hit** by having yourself examined by a good physician at least twice a year, but you'll be **caught napping at first** by indifference if you fail to follow the doctor's advice."

This is talking down to the man on the street, but it is the kind of talk he understands and appreciates.

CLUBS FOR MOTHERS

The Florida Anti-Tuberculosis Association has established a number of clubs for mothers to whom a course of instruction in prenatal, infant and child hygiene is given in the form of lectures and practical demonstrations. The course consists of six lectures, beginning with prenatal hygiene including proper diet, dressing, and care of the child in early infancy, and covers food, the forming of health habits, etc. up to the fifth year.

The clubs are organized in different districts of the county, and the social side of the work is especially emphasized.

WHY SOME CHILDREN ARE WELL AND OTHERS ARE NOT—WESTCHESTER CO., N. Y.

A HEALTH "SIDE SHOW"

When the Dutchess County Health Association decided to be represented at the county fair this fall, Miss Mildred P. Stewart, director of the Association, conceived the idea of having a "show" to spread health propaganda instead of an exhibit. Accordingly the Association purchased a tent, divided it in two, and on each side arranged a room containing a bed, washstand, two chairs and a table. In one room lived a small boy, named Tommy Care and in the other Tommy Don't Care, and every 15 minutes each gave a performance showing how a boy should get up, eat, behave at school, and go to bed, and how he should not do these things. A nurse standing outside the tent explained to the spectators the reasons for properly brushing one's teeth, eating pure food, and sleeping with the window open.

Outside, on the grounds, a nurse dressed in a clown's costume and answering to the name of Cha-Cha, weighed and measured every child who applied, and presented older children and parents with a card containing a table of correct weights according to height. Souvenir cards with health verses were also distributed. As a follow-up, the Association advertised that Cha-Cha would send a picture book free to every child sending his little yellow ticket containing his weight and measurement. With the picture books, which are procured from the Child Health Organization, the association encloses a personal letter to the children from Cha-Cha.

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TENTS FOR HOME TREATMENT

Every tuberculosis worker has encountered the patient who refuses to leave his family to go to a sanatorium, and nearly every worker has met the patient who is eager to go but cannot do so because local sanatoria are overcrowded. In Newark, N. J., Dr. M. J. Fine, Chief of the Tuberculosis Bureau of the Department of Health, has found a solution for both difficulties by purchasing discarded army tents and placing them in the yards, on the roofs, or in vacant lots near the patient's homes.

The plan has thus far produced very encouraging results. In some tents entire families afflicted with tuberculosis are "taking the cure" at home under the careful supervision of the Department's physician and nurse. Several patients who had been in institutions but did not improve there, are gaining steadily under this plan of home treatment.

The patients are also receiving instructions in vocational work such as basket weaving, doll painting, mat making and lamp shades. Doll painting and lamp shade making have been especially successful with bedridden patients.

SANATORIUM OPEN AIR SCHOOL

A new open air school has been opened by the Indiana State Sanatorium. The school has a capacity for nearly forty children, and every child is enrolled in the Modern Health Crusade.

It is planned to introduce vocational work in the school both for its therapeutic value and utility in later life. The boys will be taught agricultural occupations and a part of their work will be to care for and beautify the school grounds. The girls' domestic science classes will prepare and serve mid-day lunches.

The general course of study will follow the prescribed state course, interspersed with simple breathing and muscular exercises under the direction of a physician, and regular rest periods under the supervision of the teacher.

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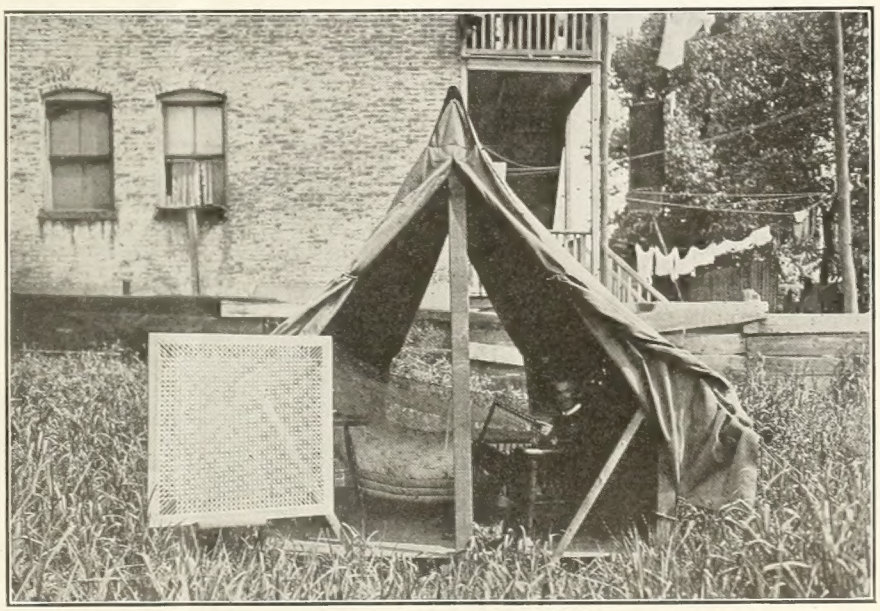
EXHIBIT AT COUNTY FAIR

A successful exhibit featuring the Modern Health Crusade was recently conducted by the Albany County Tuberculosis Committee in cooperation with the New York State Department of Health. The exhibit booth contained attractive posters on child hygiene, open air schools and tuberculosis, and a feature of the exhibit was a scale and measuring rod placed before a large poster explaining the crusade chores. Leaflets on prenatal and child care issued by the State Department of Health and pamphlets on the prevention and treatment of tuberculosis were distributed among the visitors.

A nurse in uniform weighed and measured about five hundred children. Each child was presented with a printed tag upon which his name, address, age, weight and height, as well as his proper weight were recorded.



HOME TREATMENT AND VOCATIONAL TRAINING IN NEWARK, N. J.

A NEW MOTION PICTURE.

The National Association has added a new film to its picture service. It is entitled "Jinks," and it describes by means of animated cartoons the penalty paid by a man who will not see a doctor when he feels ill.

Jinks, after losing his job because he cannot work hard, and being turned down by a life insurance company because he is a physical wreck, follows his wife's advice and goes to see a doctor. After he returns home he has a harrowing dream. "Mike Robe," the sportive germ of tuberculosis, selects Jinks' body for a permanent bungalow and woos a fair daughter of the Mike Robe clan. The marriage ceremony takes place in a discarded tomato can, and Mrs. Mike Robe and several thousand little Mike Robes start on their journey to their new home.

Horror-struck at the possibility of boarding the Mike Robe family, Jinks promptly begins to reform when he wakes up. He takes deep breaths by the open window, goes on hikes, and has a thorough physical examination. Whereupon Mike Robe received a knock-out blow, and goes up in smoke.

The film was produced by the Bray Studios for the Brooklyn Committee on Tuberculosis, and it is being distributed by the National Association. Prints may be rented at 60 cents per day, transportation extra, or purchased at $100 each.

The film is at present appearing in more than 200 commercial theatres in Brooklyn alone, and it is sure to interest your local exhibitors.

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INTERNATIONAL RED CROSS "T. B." PROGRAM.

The following summary of the minutes of the medical conference of the Interallied Red Cross Societies held at Cannes, April 1 to 11, which deals particularly with the section on tuberculosis, is herewith given verbatim as it appeared in the *Survey* for June 28, 1919:

Recognizing the wide prevalence of tuberculosis, its incidence at all ages, and its great importance as a cause of excessive mortality, disability, distress and economic loss, we recommend that special attention be given to the fight against this disease in the plan of an organization having in view common action on the part of Red Cross societies. We believe that in any organized campaign against tuberculosis the following factors are fundamental and indispensable:

1. Dispensaries on an adequate scale, furnished with laboratories and appropriate equipment and affording provision for early diagnosis by expert physicians, and with especially trained visiting nurses, who shall carry into the homes of patients the necessary care, instruction and advice.

2. Provision for the careful, regular inspection of school children with a view to the early detection of tuberculosis.

3. Hospital treatment on an adequate scale of acute, advanced and hopeless cases of tuberculosis.

4. Sanatorium facilities for all suitable cases of tuberculosis.

5. Popular education regarding tuberculosis, its causes and prevention, by all suitable means and agencies.

It is evident that tuberculosis is inextricably associated with the general living and working conditions of the people, and we therefore recommend the encouragement of all legitimate efforts directed towards the improvement of these conditions. We regard as of particular importance in this connection the care of children, and the problems of housing, nutrition, and alcoholism.

We recommend the institution of appropriate measures to prevent the transmission of tuberculosis through infested milk.

We call attention to the importance of the extension of the open-air system to all institutions of segregation, such as barracks, asylums, orphanages, workhouses, penitentiaries, and the like.

Experience has shown us the importance of careful supervision of the tuberculous patient during the *entire* period of his illness. We, therefore, urge the need for close cooperation between the several institutional factors (dispensaries, hospitals, sanatoria, etc.), and the more extended development of skilled social service under medical direction.

We think that attention should be drawn to the grave risk to which tuberculous patients are exposed through the exploitation of alleged cures without scientific authority.

Inasmuch as a problem of particular difficulty is that of providing suitable occupations for those cases of tuberculosis able to perform a certain amount of work under favorable conditions, we recommend the encouragement of efforts to solve this problem by the establishment of agricultural colonies and the organization of suitable industries which should be linked wth the dispensaries and sanatoria under medical supervision.

Recognizing that accurate knowledge of the distribution of tuberculosis is an essential preliminary to its control by public authorities in any community, we approve the principle of compulsory notification of tuberculosis to the health authorities under appropriate regulations.

We especially recommend the encouragement of research in the field of tuberculosis and the collection of information as to all factors bearing upon the prevalence and distribution of the disease.

Section on Tuberculosis.

Chairman—Professor Calmette; alternate, Sir Robert William Philip.

France—Dr. Bernard, Professor Calmette, Dr. Courmont, Professor Rist.

Great Britain—Sir John Lumsden, Dr. Menzies, Sir Arthur Newsholme, Sir Robert W. Philip.

Italy—Colonel Badual, Professor Maragliano, Dr. Marchiafava, Dr. Poli.

Japan—Dr. Kabeshima, Dr. Naura.

United States — Drs. Baldwin, Biggs, Farrand, Major Garvin, Dr. White, Lieutenant-Colonel Williams.

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DISABILITY RATING FOR T. B. SOLDIERS

Soldiers, sailors or marines who are arrested cases of tuberculosis will be considered as 25 per cent. disabled for a period of two years from date of arrest, according to a new schedule of disability ratings adopted by the Federal Board of Vocational Education.

The Bureau of War Risk Insurance has agreed that they will consider arrested tuberculosis cases as twenty-five per cent disabled for the first six months and ten per cent for the following 18. This decision enables the giving of the necessary hospital and medical treatment to men in this class.

If the so-called "Sweet Bill" introduced by Congressman Sweet, of Iowa, becomes law, the compensation for disability will be based on $100.00 per month for total disability instead of upon $30.00 as at present.

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AIDING TUBERCULOUS SOLDIERS

Through the cooperation of the Oregon Tuberculosis Association and the American Red Cross, every tuberculous soldier in Oregon will soon be receiving the expert care and attention to which his service to his country entitles him. For the past six months a tuberculosis nurse has been covering the entire state for the purpose of locating discharged and drafted men suffering with tuberculosis, and in order to obtain the best results the following plan has been adopted for the work.

The Division Office of the American Red Cross is given the itinerary of the nurse and they in turn notify their Home Service sections of her coming. The Home Service sections are requested to give her access to their files and to otherwise assist in locating the men. The nurse, on the other hand, is instructed by the Association to cooperate with the Home Service sections by offering her help and advice in other than tuberculosis work.

A similar plan is followed in Portland where the association works in cooperation with the Visiting Nurse Association.